VIDEOTEX 81

May 20 - 22, 1981   Royal York Hotel, Toronto

Wednesday, May 20

Developments in Canada

This session which has been co-ordinated by the Department of Communications will provide an overview of the current videotex and IP scene in Canada.

Chairman: Douglas Parkhill
Canadian Department of Communications

Telidon technology developments
H.G. Bown
Canadian Department of Communications

Overview of the Canadian scene
Ran Ide, Chairman of Communications Research Advisory Board,
Canadian Department of Communications

The Canadian field trials
James Feeley, Director of Telidon Operations, Canadian Department of Communications
11-0352 VT $12

The Canadian information provider industry
Peter Dolan, Manager of Videotex Services Tele-Direct (Publications),
Treasurer of VISPAC & Editor of Vista User's Guide and Directory, Canada

The Canadian manufacturing industry
Desmond Cunningham, Chairman Gandalf Data Communications, Canada
11-0353 VT $12

Regulatory & Legal Aspects

The session explores current law and regulations. It then projects potential policy and regulatory concerns affecting the implementation, use or operation of videotex systems. Presentations by speakers from the UK, Canada and the US consider potentially contentious issues related to standards, property rights, liability, monopolies and unfair trading practices.

Chairman: Alex Roth
The American Federation of Information Processing Societies

Legal and administrative problems for the interconnection of national videotex services
R.M. Vadon
British Telecom

JUNE 1981

Legal implications of videotex in Canada
Lorne Salzman, Barrister and Solicitor,
McCarthy & McCarthy, Canada
11-0354 VT $12

U.S. legal and policy issues affecting videotex
R.M. Neustadt
Kirkland & Ellis, USA

Panel discussion
Chairman: George Fierheller,
Chairman of the Legal Sub-committee,
Canadian Consultative Committee on Videotex
11-0355 VT $15

Videotex Systems in Business

The session discusses the potential of videotex in the business environment. Experiences are revealed with one of the world's first ever in-house videotex systems now operating at the UK Stock Exchange in London. Applications reviews and industry status reports are also presented from leading suppliers of international and in-company systems.

Chairman: Brian Botten
Fintel & Chairman, International Viewdata Information Providers Association

Videotex in the automated office
David Carlisle, President, Infomart, Canada

Dedicated in-house viewdata systems
C. Horrocks
Aregon Systems, USA
11-0356 VT $12

Videotex in the UK Stock Exchange
George Hayter, Director of Technical Services, Stock Exchange, UK

International videotex systems
Bill Shrimpton, Managing Director,
Logica PI, UK

Videotex gateway to data processing
A.R. Haimes
Systems Designers, UK
11-0357 VT $12

The Electronic Newspaper?

In this session, newspaper publishers from the US, Canada and the UK discuss their experiences with videotex technologies and offer their opinions on the potential rise of the electronic newspaper and the future of the printed page.

Chairman: Kathleen Criner
American Newspapers Publishers Association

Opportunities for small newspapers
Donald Soldwedel, President & Publisher,
Yuma Daily Sun, USA

Emerging opportunities in electronic technology: some alternative scenarios
Philip Meyer, Director of News Research,
Knight-Ridder Newspapers, USA

Personal computer networks - opportunities for newspapers
Robert Johnson, Vice-President & General Manager, Despatch Trading Co, USA
11-0358 VT $12

Electronic publishing for profit
Pat Montague, Technical Director,
Birmingham Post & Mail, UK

Classified and retail advertising - a threat to your revenue base
Gerry Haslam, Director of Videotex Services Southam, Canada
11-0359 VT $10

Videotex Standards

This session will include presentations covering each of the five major systems together with the philosophical views of the speakers concerning the possibility of a unified standard.

Chairman: Norman Morrison
Viewdata Corporation of America

Videotex standards in Europe
Geoffrey Childs, Head of Viewdata Research, British Telecom

New CCITT standards for open system interconnection
Wilhelm Staudinger, Postdirektor,
FTZ, Deutsche Bundespost, FRG

Text communication and standardisation problems
Bernard Marti, Manager of Graphic Communication Services, CCETT, France
11-0360 VT $12

Telidon: broader implications and applications of videotex standards
John Smirle, Director of Applications Development, Information Technology Branch, Canadian Department of Comm's

Videotex standardisation - the AT&T view
Sam Berkman, Manager of Consumer Systems Trial, AT&T, USA
11-0361 VT $12

Developments in France

During this session specific examples will be described including Teletel, Antiope and the Electronic Directory. In addition, the important relationships envisaged for parallel developments such as Telewriter and Hom-fax will be featured thus indicating the growing diversity and strength of the Telematique progam in France.

Chairman: **C. Garrigues**
French PTT

The Telematique programme in France
Roy Bright
Managing Director, Intelmatique, France

The Velizy Teletel trial
Philipe Leclercq,
Le Chef du Projet de Teletel, France

11-0362 VT $12 (In French)

The Electronic Directory project
Jean-Paul Maury, Chef du Projet Annuaire Electronique, Direction Generale des Telecommunications, France

DIODE: a new tool for data retrieval
M. Berger
SOFRATEV, France

Panel discussion
11-0363 VT $12 (In French)

Social Impact of Videotex: a Canadian Perspective

This panel focuses on crucial social questions surrounding videotex. John Madden opens by presenting his perception of major social priorities. Scott Gardiner discusses the issue of privacy as a social concern in terms of his notion of social autonomy. Nick Schultz asks 'Who pays for the new systems and who will benefit?' Dave Godfrey describes some of the benefits of the wired society.

Chairman: **C.A. Cameron**
Canadian Videotex Consultative Committee

John Madden, President,
Microtel Pacific Research, Canada

David Godfrey, University of Victoria, Canada

Scott Gardiner, Gamma Group, Canada

Nick Schultz, Public Interest Advocacy Center, Canada

11-0364 VT $15

Thursday, May 21

Retailing, Direct Marketing & Teleshopping

The session explores and reports experiences of retailing, direct marketing and teleshopping from the viewpoint of a major bank, a large chain retail store and an international credit card company.

Chairman: **H.R. Hoke**
Hoke Communications, USA

Banking applications - electronic links with bank customers
William Harker, Senior Vice-President & Assistant General Manager,
Bank of Montreal, Canada

What is Comp-U-Star
R.A. Sandberg
Comp-U-Card of America

11-0365 VT $12

Revenue generating content on viewtron
M. Goldstrom III
Viewdata Corporation of America

Experiences with viewdata
M.G. Smith
AVS Intext, UK

Discussion
11-0366 VT $12

Videotex and the Database Business

This session draws on experiences from both sides of the Atlantic. The first two from Infomart and Logica are built on hard experience of videotex database design and page creation The second two will bring to the platform US experiences of the database business - where it is at and how it is likely to react to the challenge of videotex.

Chairman: **R.T. Quinn**
Consultant, USA

The difference in videotex developments and markets between Europe and the US
David Simons, President,
Digital Video Corp, USA
& Vice-Chairman, Electronic Media Committee, IIA

Database applications for videotex
Georg Mauerhoff,
Director of Database Publishing,
Infomart, Canada

11-0367 VT $12

Database planning for videotex
Bill Hughes, Prestel International
Database Manager, Logica PI, UK

Transferring your information product to videotex - why and how
Frank Greenagel, President, Arete, USA

Discussion
11-0368 VT $12

The Economic Realities of Videotex

In this session, the economic realities of videotex are considered from the standpoints of the system operator, the information provider and the terminal equipment supplier.

Chairman: **R. Woolfe**
Butler Cox & Partners, UK

The dollars and cents of a new medium
Tom Harnish, Manager of Home Delivery of Library Services Research Program, OCLC, USA

Pricing strategies for videotex services
Michael Vadon, Head of Prestel Finance & Management Services, British Telecom

11-0369 VT $12

Financial realities for videotex publishers
Jay Curry, Managing Director,
Data Publishing International, VNU, Netherlands

Panel discussion
Panelist: K.E. Clarke, British Telecom

11-0370 VT $12

Developments in the USA

The US videotex scene starts to swing into action with the force of a major network adding momentum. GTE Telenet Infovision represents the first comprehensive network plan for national videotex service. America's first major videotex organisation. Viewdata Corporation of America reveals its crucial expansion beyond the Coral Gables Viewtron test. Other initiatives in teletext including a look at the first domestic teletext TVs - Zenith, Virtext, Virdata - are presented. The voice of experience is represented by Dow Jones Information Services, a veteran IP of interactive cable, viewdata and on-line distribution systems. A good look at activities over telephone, cable and broadcast is presented from network, system operator and information provider perspectives.

Chairman: **M.A. Plakias**
LINK Resources, USA

Market testing videotex:
Oak's Miami teletext system
Chick Eissler, Director of Market Research,
Oak Industries, USA

Strategic planning for a major market trial of broadcast teletext
D. Percelay
CBS/Broadcast Group, USA

Virtext and Virdata: a current US teletext application
Walter Ciciora, Director of Product & Marketing, CATV/STV/Videotex,
Zenith Radio Corp, USA

11-0371 VT $12

Dow Jones News Retrieval Service
S. Bertges
Dow Jones, USA

TRS-80 Videotex Systems
John Patterson, Vice President of Research and Development, Radio Shack
Division of Tandy Corp, USA

11-0372 VT $10

Viewtron - The Knight-Ridder/AT&T Miami trial
Albert Gillen, Senior Vice President,
Knight-Ridder Newspapers, USA

GTE Infovision: organization and plans
C.T. Taylor
GTE, CNS, USA

11-0373 VT $10

Time Incorporated national teletext service
J. Lopinto
Time Video Group, USA

Discussion

11-0374 VT $10

Videotex & Cable TV

In this session experience with Telidon technology is reported by Canadian Cablesystems - the world's largest cable TV company. There is a status report on at-home over-cable banking, shopping and information retrieval services currently being tested in the US. After an update on hardware and transmission considerations, a new system is described which enhances cable's interactive capacity.

Chairman: **G.H. Arlen**
Arlen Communications & Publisher, International Videotex Teletext News, USA

Indax: financial and other services via cable
Paul Waring, Vice President,
Cox Cable Communications, USA

Larry Nelson
M/A-COM, USA
`11-0375 VT $12`

Cable TV and satellites for business communications

Cable TV for videotex in Canada
Phillip Lind, Senior Vice President of Programming and Planning, Canadian Cablesystems

The convergence of videotex and teletext
A. Renault
CAP Sogeti Logiciel, France

Discussion
`11-0376 VT $12`

Developments in Japan and South America

Field trials of the Japanese Captain videotex system have been underway now since early 1980 in about 1.000 homes in the Tokyo area. Initial results of the trial are presented by NTT Public Company who. in conjunction with the Ministry of Posts and Telecommunications. are co-ordinating the project. Also reported is a trial at the opposite end of the social spectrum. This is a Venuzuelan experiment which uses videotex to provide information about essential government services to a largely illiterate population.

Chairman: **T.R. Ide**
Canadian Department of Communications

Current status of the Captain system
S. Harashima
NTT, Japan

Videotex activities in Venezuela
Hector Martinez Velasquez, Director,
Central Office of Statistics and Informatics,
Republic of Venezuela

Discussion
`11-0377 VT $12`

Friday, May 22

Home Information Systems — the Place of Videotex

This session reviews videotex and the various parallel and related technologies which will be competing for the same slice of the home budget. What videotex services are likely to be offered to the home? When? How do videodiscs compare as mass information dissemination devices? What will be the relationship between home computers and videotex?

Chairman: **J.C. Madden**
Microtel Pacific Research, Canada

New electronic media: impact of videotex
Haines Gaffner, President, Link Resources, USA

Videodiscs as an information storage medium
Mark Schubin, Technological Consultant, USA
`11-0378 VT $12`

Videogames through videotex and personal computers
Ted Nelson, Editor, Creative Computing, USA

Discussion
`11-0379 VT $12`

The Videotex Marketplace

In this full day session speakers address this most important forum - the marketplace. Presentations from a wide range of participants will respond to the request: 'Drawing from your present strategies, plans and/or perspective, discuss what you consider to be the way to gain market acceptance of videotex.'

Chairman: **P.D. Storfer**
CBS/Publishing Group, USA

The information utility in the videotex marketplace Marshall Graham,
President, Source Telecomputing Corp, USA

Strategies for developing a videotex market in the home
Charles Phillips, Senior Vice President of Marketing, Tandy Corp, USA
`11-0380 VT $12`

Videogames & videotex: playing for the home
Joshua Denham,
President, Mattel Electronics, USA

Marketing videotex on cable
Ted Rogers, Vice Chairman & Chief Executive Officer, Canadian Cablesystems

Discussion `11-0381 VT $12`

Experiences and lessons from the first two years of Prestel Richard Hooper,
Director of Prestel, British Telecom

The European IP perspective
Brian Botten, Managing Director, Fintel, UK

Prospects for videotex - an independent perspective
Mike Tyler & Paige Amadon, CS&P Int'l, USA
`11-0382 VT $15`

Panel discussion `11-0383 VT $12`

Developments in the UK

The UK has led the world in both the development and application of videotex services - both viewdata and teletext. Prestel, which was launched two years ago, is still the world's one and only public interactive videotex service. Based on the simple alpha-mosaic principle Prestel has particular attractions. In spite of being first in the field current developments including Picture Prestel will keep this sytem up-to-date and competitive.

After a review of the UK scene there is a report on Prestel experiences and developments. A presentation from a long-standing IP highlights problems which have arisen in over 2 years of public access - and how they have been overcome. The state of progress with Prestel International - the first public world-wide videotex service is revealed followed by a glimpse of new and exciting developments still around the corner

Chairman: **A.D.W. Stephens**
British Telecom

A status report on Prestel
Richard Hooper,
Director of Prestel, British Telecom

Prestel; from the point of view of one information provider
P. Head
Morgan Grampian, UK

International Prestel
Andrew Stephens,.
Head of Prestel International Division
British Telecom
`11-0384 VT $12`

Prestel technical developments
Keith Clarke,
Head of Viewdata Research and Development, British Telecom

Discussion
`11-0385 VT $10`

Other European Developments

This session reports on developments in various European countries whose systems have been based on Prestel software and know-how.

Chairman: **H. Merz**
Deutsche Bundespost

Videotex developments in Finland
Jaako Hannuksela, Vice President of Planning Sanoma Publishing Co., Finland

Videotex developments in West Germany
J. Otto
Deutsche Bundespost

SELTEXT Centres for the German Bildschirmte Network
Heinzfred Mantel, Head of Communication Systems Development, Standard Elektrik Lorenz, FRG
`11-0386 VT $12`

Videotex developments in the Netherlands
J.P. Curry
VNU/Data Publishing International, Netherlands

Videotex developments in Switzerland
Peter Gfeller, Technical Director,
Standard Telephon und Radio
Discussion

11-0387 VT $10

Videotex in the service of Society

This session reviews work in progress in Canada, the US and UK, examining the social uses of videotex systems. The presentations discuss current social research, research methodology and results. Speakers identify those issues which appear to be coming to the fore in public discussion of videotex and what measures are being taken in response to these. They then each describe what, if any, actions are being undertaken to develop community

and special group uses for videotex. This would include projects where videotex provides specific services for the handicapped, the deaf, senior citizens and the community in general.

Chairman: M.B. Gurstein
Socioscope, Canada

The educational community and videotex applications
P.G. Bowers
TV Ontario, Canada

The Canadian scene
Jeff Campbell,
Manager of Corporate Environment,
Bell Canada

Michael Gurstein, President, Socioscope, Canada

11-0388 VT $10

The UK scene
Brian Champness,
Senior Lecturer, Plymouth Polytechnic,
UK & Visiting Professor,
Alternate Media Center,
New York University, USA

The US scene
John Tydeman,
Coordinator of Technology Assessment,
Videotex & Teletext in the US Project,
Institute of the Future, USA

Discussion

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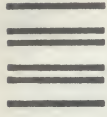
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